

Our station just expanded morning news to two hours (5am-7am) to better serve viewers. We added a 5pm Sunday newscast last year to complement our weekday 5pm newscasts, and our 6pm and 10pm daily newscasts. In addition, we produce several hours of local news specials each year, most recently last week when we produced and aired an hour long debate between Congressman Jim Ryun and his democratic challenger Nancy Boyda. Last month, we aired a half hour special each day at 2pm on local hometown heroes in our region. Many of them were winners of Jefferson Awards, a national program that we actively participate in on the local level. Our station was honored by the Jefferson Awards personnel as part of the group that was the best entity in the program (we team with a local newspaper and radio station and host a banquet for the winners, in addition to producing a special and running vignettes throughout the broadcast day on the winners). We were also honored last month with a Kansas Association of Broadcasters Award for a Severe Weather Special produced by our team of meteorologists. We spend over a million dollars a year on local news and have invested over a million over the past several years on weather forecasting equipment. We participate in both the AMBER ALERT and EAS programs. We sponsor numerous public events. We televised live the Spirit of Kansas fireworks show on July 4 this year and received numerous calls from people thanking us, since they were elderly and handicapped and couldn't go see the fireworks themselves. We sponsor the Project Topeka food drive each year and for the past 20 years, this effort has collected literally tons of food for our region. We have sponsored the Sunflower State games for the past three years. This year, 5,846 people - from ages 4 through 89 - participated - from 75 counties in Kansas. We air PSAs each week through the Kansas Broadcasters Association, totalling several thousand dollars in air time. Many members of our team serve on community boards, volunteering countless hours of their time. We are an active supporter of the United Way, both financially and in volunteer support. We celebrated Topeka's 150th anniversary this year with a series of vignettes noting our history and several news specials highlighting the dedication of the Brown V. Board of Education new historic museum. We sponsored a Breast Cancer Awareness program at Lawrence Memorial Hospital that was credited with screening a record number of people. We devote air time and space on our website to community calendar events and partner with local arts groups to sponsor several shows throughout the year to enrich the culture in our community. We provide an agriculture segment each morning on our 5am newscast for farmers in the region. We encouraged potential voters this season to register to vote by simply going to our website and doing so online. We sponsor blood drives each year. Just last week, nearly half the members of our station bowled for Junior Achievement. We care about our community and through solid news reporting daily in our 17 county region, provide a huge service daily for people. Our tornado coverage over the years has been credited by many people with saving their life. We appreciate the responsibility to serve and do it well.